

APPENDIX J. Media Guide

(NOTE: THIS GUIDE IS COMPREHENSIVE AND INCLUDES SEVERAL METHODS FOR MEDIA OUTREACH. EVENT ORGANIZERS ARE ENCOURAGED TO USE ANY OR ALL THAT ARE APPROPRIATE FOR THEIR AUDIENCES.)

COORDINATING PUBLICITY

Newspapers and radio and television stations are important partners to help publicize your event and recruit participants for California Coastal Cleanup Day (CCD). Good relationships with local media representatives can help make the Cleanup even more successful.

As the county or regional coordinator, you will be the official CCD publicity coordinator for your county or area. If possible, try to find someone with experience in public relations or journalism to help you work with the media. This person should also have enough time to develop the media contacts you need and respond to any media interviews that the Coastal Commission staff helps arrange for you. Part of your publicity campaign is to convince reporters that this is an important community event that they need to cover. Your promotion director's name and telephone number(s) should appear on all news releases, public service announcements, and other communications with the media.

If you start early, you may be able to get publicity assistance by recruiting a local newspaper, radio, or television station to sign on as one of your official county CCD sponsors. Radio and television stations reach a large portion of the community through brief mentions on the air, and a well-known local personality may be willing to serve as a spokesperson for your event. Keep in mind that an alliance with one particular television station or radio group might preclude coverage on other networks/station. So choose wisely - start with the highest rated station in your market and work down the list.

If you don't have a media sponsor for your event, you need to start early to develop personal contacts with the media long before CCD (see Developing Media Contacts below). Good relationships with reporters and public service directors increase the chances of getting coverage of the next scheduled cleanup.

DEVELOPING MEDIA CONTACTS

The more people that know about your cleanup, the more likely you are to have a successful and profitable event. Start early to develop a list of media contacts to whom you will send cleanup information. This list should include:

- local newspaper reporters who cover "Lifestyle" or "metro" sections, the outdoors, environment, science, and community affairs;
- radio and television public service directors;
- local talk-show hosts who might interview you and/or any of your sponsors;
- editors of community group newsletters/papers; and
- public access channels that cover community events, including local university channels.

You will also want to develop a separate “community contacts” list of other people who might help you to get the word out about your CCD event and help recruit participants. This list might include:

- elected community officials;
- principals and teachers of local schools and board of education members;
- leaders of scouting, Camp Fire, or 4-H groups;
- religious leaders;
- officers of environmental or service clubs; and
- members of local chamber of commerce.

If possible, put your lists on a computer database, so you can add and change information as your planning progresses. Many computer programs will allow you to create mailing labels directly from lists so you can send different mailings to the same people without addressing the envelopes each time.

Your direct promotion methods should be augmented by more widespread, indirect approaches such as:

- Hanging posters in stores, schools, churches, etc.;
- Distributing flyers with your local CCD information to local community and environmental groups;
- Placing calendar notices in newspapers, magazines, and newsletters;
- Broadcasting on radio and television stations; and
- Posting notices on community bulletin boards.

Is a Cleanup News?

News can be any type of story that is of interest to your local media outlets. The key when considering sending a news story to the media is: does it have local impact? Your local media is only interested in stories for or about the community reader, listener or viewer and a local

Cleanup definitely fits that bill.

News stories can be:

- An announcement or account of your Cleanup
- What will or has happened to a local person or people (e.g. stories about Cleanup volunteers)
- Local information people need (e.g. “More than 1 ton of litter is collected by your Cleanup each year.
This can be prevented if everyone lends a hand.”)

From the Media Perspective

When you work with media by pitching stories or writing op-ed pieces, it is important to consider things from the media perspective. Here are some of the things an editor, reporter or news director will consider when

assessing the value of your story:

- **Impact or consequence:** How many people does the event or idea affect, and how seriously does it affect them? To what extent is the information useful to their readership? Does anyone care?
- **Proximity or locality:** It's news only if it's happening within the media outlet's circulation or viewership area. If it's in your watershed but outside their news area, there is less interest.

- **Timeliness:** Today's news may be stale tomorrow. The best time to tell an important story is as soon as possible. Have a draft of a Press Release that you can insert facts and figures into, so that it's ready to be emailed to local media as soon as your Cleanup is over.
- **Prominence:** Names don't always make news. Still, happenings that involve well-known people or institutions are likely to be interesting even if not important. If a local celebrity or politician is involved in your Cleanup, let the media know.
- **Novelty or drama:** The unusual makes news. Firsts make news. Bizarre makes news. It's always useful to collect information about weird and wonderful things that you find during your Cleanup.

Media Relations Do's & Don'ts

Do...

- Make their jobs easy.
 - Give them information that is accurate, thorough and within their deadline.
 - Schedule phone interviews at convenient times or in-person interviews at accessible locations, preferably at the site while your Cleanup is taking place.
 - Develop fact sheets about your Cleanup—how many years you've been doing it, how many people join in, how many boy-scout troops etc. And it's important to give them facts about your site too –if it's a popular location, if it's habitat to a threatened species, if it has any other special features etc.
 - Provide them with photos! Photos of adults and children cleaning the beach/shoreline, or “before” and “after” photos are the best!
- Make sure spokespersons are accessible when needed. Apart from paid staff, make sure that volunteers of all sorts of shapes and sizes and age are available to be interviewed about your Cleanup.
Spokespeople should:
 - Always know what the facts are at the time, even it's just about their small piece of the Cleanup.
 - Never lie when they don't want to reveal an answer. To a reporter, catching someone in a lie makes a better story than the truth. Always say “I don't know the answer now...” and get back with additional information later if you aren't sure about what is true or not. Put them in touch with experts to give them background or extra information.
 - Give your main message point first in a concise, positive complete sentence. For example: “We're all responsible for keeping our waterways clean. I've been cleaning up this beach/shoreline for years with my church group. It's a fun way to get involved and to serve the community.”
 - Make sure all of your contact information is accurate.
 - Keep the media informed about your Cleanup on a regular basis e.g. before it happens so that they can help you recruit volunteers and after it happens, when you can report on how much garbage and recycling you cleaned up.

Don'ts:

- Fail to respond to their inquiries.
- Fail to respect their deadlines.
- Talk in jargon or ramble and go off on tangents.
- Provide inaccurate or incomplete information.
- Call them repeatedly about your Cleanup—it will just annoy them.
- Don't send mass e-mails to news outlets. They are much more likely to respond if an email is addressed to them personally.

Putting Together A Media Plan

A good media plan will help you recruit participants, partners and sponsors, as well as call attention to the trash issue at your site and what you are doing to fix the problem. You don't have to use all the tools listed below -- choose as many as you think you can handle and the ones that will give you the most bang for the buck.

Here are some pointers for designing and implementing your media plan:

1. Take advantage of publicity that is already being generated. Talk to the Coastal Commission and other County Coordinators to find out how you can work together.
2. Distribute a media calendar announcement well in advance of the Cleanup telling "Who, What, When, Where, Why and How." In addition to your regular media list, don't forget to include the many Web sites, newsletters, or high school and college newspapers and the myriad of other sites like those run by Chambers of Commerce who host "community calendars." And don't forget your partner/sponsors' websites or logos.
3. Use the CCD postcards supplied by the Coastal Commission and distribute it widely. Highlight the "call to action" and make sure your contact information is visible and easy to understand. Your distribution list should include: media outlets, libraries, public bulletin boards, chambers of commerce, schools, youth centers, businesses, public counters and places of worship.
4. Talk to your local newspaper, radio and cable television station about running public service announcements and stories several days before the event. (*See PSA samples at the end of this section.*)
5. To aid the media in preparing a story, develop fact sheets specific to the problem and solution, distribute a media release, and/or write a pitch letter with an already-written or "canned" story. (*See Press Release samples at end of section.*)
6. Send an e-mail to friends, colleagues and organization staff asking them to announce the event or program at all meetings they attend. Notify your city government officials. Obtain a proclamation from your mayor or city council. These proclamations can commemorate the day of the Cleanup and recognize all your volunteers' efforts. (*See proclamation sample in the Appendix.*)

Core Materials for Your Media Plan

1. Media releases
2. Pitch letters
3. "Canned articles"
4. Letters to the editor and op-ed pieces
5. Media information kits

1. Media Releases

The purpose of a press release is to generate media coverage of an event, announcement or new development, or to provide insight or additional information about an ongoing issue, product or policy. In your case, its purpose will be to generate coverage of your Cleanup. Distributing a media release allows you to package the information, story and quotes the way you would like them covered. For events like Coastal Cleanup Day the release is typically issued the same day as the news occurs (generally by e-mail), although you may issue it in advance of the event.

Three tips for writing a media release:

1. “Who, What, When, Where, Why and How.” This information should be in the first and second paragraph of your release. Many times, if the reporter doesn’t see the importance of the story in these paragraphs, he or she stops reading and throws it away.
2. Details. Write down the supporting key points for your core information, such as background information on littering and pollution or your watershed. Quotes from a main spokesperson can and should be used to provide or support the details.
3. Be sure to include:
 - Contact information – identify the organization issuing the release with a current contact name, phone number and e-mail address. Make sure the person will always be available and that the phone number and e-mail address are correct. You also should include your organization’s web site address if you have one.
 - Description of your organization -- this should be standard information included as the last paragraph of any release you distribute.

2. Pitch Letters

The purpose of a pitch letter is to explain to a reporter, editor or news director why he or she should cover your story or address your issue. A pitch letter is not used for breaking news stories. With that in mind, you should not expect instant coverage in the next day’s paper or on the evening news.

Two tips for writing a pitch letter:

1. It should make the case of how your story relates to their audience, why it is interesting or relevant and how it is newsworthy. (i.e. how trash at the beach is affecting recreation.)
2. The pitch letter may be a follow-up to a phone conversation with a reporter and generally accompanies other written materials such as fact sheets, case studies, press releases or other program materials that serve as background information for the reporter.

3. Pre-Written or “Canned” Articles

Small local publications that don’t have a large reporting staff may accept a pre-written or “canned” article and run it with little editing. In larger local publications, however, the “canned” article may be used to spur a reporter to cover your story. In this case, your prewritten article may provide the basic facts for the reporter’s story, but he or she may develop their own angle. Remember weekly and monthly publications require a much longer lead time than daily publications. Be sure to contact the publication to determine submission deadlines.

4. Letters to The Editor And Opinion-Editorial Pieces

Another way to reach opinion leaders and educate your community about your Cleanup is to submit letters to the editor and opinion-editorial (op-ed) pieces. Op-ed pieces and letters to the editor should be written in the same fashion as a media release, with the most important information at the beginning of the letter. For maximum impact, a senior member of your organization should sign letters to the editor and op-ed articles.

Three tips for writing a letter to the editor:

1. Look up about guidelines on length, deadlines and whether the letter will be edited on the paper’s website. Editors will likely choose a few short letters rather than a long one. Be brief.
2. The letter should be factual. Support statements with localized statistics or facts.
3. Stick to the issue. Opinion editorials are written to frame and position specific issues from a particular point of view, and are not a direct response to an article. However, the subject of an op-ed must be timely and of relative importance to the newspaper’s readers.

Five tips for writing an op-ed piece:

1. Offer a forceful opinion – about trash and litter at your site
2. Provide well-documented, well-researched facts and arguments.
3. Make sure your piece adds to the public's knowledge of the beach/shoreline and its value.
4. Provide insight on issues that are relevant to the local area.
5. Make sure the essay is clear, organized and interesting.

5. Media Information Kits

Media kits are packets of information that can be distributed at your Cleanup, or given to a reporter to provide background information for an interview or news story. The information included should be relevant, brief and easy to scan for the main ideas. Make sure the information included in media kits is always kept current and before you hand over a kit to a reporter, reconfirm that all the information is correct, relevant and current.

Media kits can include:

- Media release
- Fact sheet on the Cleanup
- Fact sheet on latest relevant statistics and research about the beach/shoreline or about pollution issues
- Photographs, electronic art of appropriate logos
- Brochures and other printed program materials like data collection card samples
- Relevant media coverage from other publications
- Current contact information, in case a reporter has a need for further information. This should include your website address, if you have one.

PRESS RELEASES

To get the word out on your CCD event, send news releases to your local media and community contacts. A news release should provide reporters with basic information to write an article on your event, plus contact information for more in-depth information or interviews.

News releases follow a fairly simple format, with the most important information at the beginning and supporting information subsequently. This allows an editor to get all the pertinent facts at the first glance. Following the standard press release format will make it easier for your media contacts to use the information you send them.

The first part of your news release should tell the reader:

What is happening (your cleanup event);

When is it happening (the date and time your cleanup);

Where is it happening (the cleanup sites in the area);

Who is doing it (the sponsors and organizers of the cleanup along with who will be participating); and

Why you are doing the cleanup (the significance of the cleanup).

Samples of press releases from last year's event are included in this Media Guide, and you will be sent current year releases before they are sent to statewide media so that you can coordinate timing of your local releases. These are intended to help guide you in writing a release appropriate to your cleanup.

Try to keep your release to a single page of bulleted points if possible. Before you send your release, be sure to add your local CCD contact information.

A post-event press release should contain information about what happened at your event including who attended, how many people were there, and how much trash was picked up (an estimate). If possible, try to take some digital photographs at your cleanup that can be available to print media along with your post-event press release.

CALENDAR ANNOUNCEMENTS

To increase the visibility of your Cleanup, consider submitting information for local calendar listings. Media calendar listings (also referred to as announcements or bulletin boards) are the section of the newspaper, or a time slot on radio/television where community events and activities are listed or announced. Many, many other groups now also have free community calendars on their websites. It's worth putting a little bit of work into locating these and submitting to them. Try Chambers of Commerce, colleges, free on-line newspapers, environmental organizations as well as many others. To increase the likelihood of having your Cleanup included in the calendar section, send your announcement well ahead of the event.

PUBLIC AFFAIRS AND NEWS TALK SHOWS

Equivalent to the editorial pages of a newspaper are the public affairs and talk shows on radio and television. Community run radio and TV stations are always looking for local stories to publicize. Again, comparable to print media, your messages should be clear, concise, timely, interesting and relevant to listeners. It helps if your representative is a well-known community leader or an expert or include a Cleanup volunteer as a spokesperson. The first step in getting on the air is to familiarize yourself with the public affairs and news talk programs on radio and television stations in your area. Be sure to acquaint yourself with the format of the programs, noting whether they feature in-studio guests, live call-ins, panel discussions or taped programming.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Public Service Announcements (PSAs) are an ideal way to publicize your local cleanup event to the community, at no cost to you.

Television and Print PSAs

You will be notified when the Coastal Commission develops television or print PSAs that you can use with your local media so that you can order copies for your local efforts.

Radio PSAs

Sample scripts for a radio PSA is included in the sample media documents that follow. Begin by contacting the public service director at the radio stations at least six weeks before the cleanups to find out the following information:

- Whether the station uses PSAs;
- Whether the station has written guidelines for submitting PSAs;
- What the deadline is for submitting PSAs; and
- The station's preferred length for PSAs.

Once you have determined the needs of each radio station, submit the prepared PSA to each public service director with a personalized cover letter. Always indicate the beginning and ending air-dates for your announcement in the cover letter and the PSA script itself.

Follow up your mailing with a personal phone call to each public service director to make sure they have received your PSA and to ask if they will air it. If a station airs your PSA, it's always good to send a personalized thank-you letter to generate goodwill for next year's event.

Note: If you have successfully placed PSAs using other methods, by all means do what has worked for you! Many coordinators have developed good working relationships with their local public service directors over the years as a result of placing that first PSA.

EVENT DAY PHOTOPGRAHS

Be sure to designate at least one photographer to take photos of your cleanup, but arrange for as many as you can. Action photographs are preferred and photos showing various logos of participants are useful in adding extra name recognition to the event. Digital images (300 dpi or better) are preferable; actual prints are the least-preferred choice. The CCD liability waiver includes a photo release, so be sure that all participants have signed this form so that you can use their images for publicity purposes.

If possible, please send duplicate photos or slides to us at the Coastal Commission. Be sure that each image identifies the location and date of the event and the names and telephone number of the photographer for a credit line if the slide is used. If possible, identify the people in the photos.

POSTERS

Placing as many posters as possible in your community is an important part of your overall publicity campaign. Posters provide increased awareness of your event and help recruit new volunteers. Print your local event information on the poster and hang it in as many stores, schools, religious institutions, and other public places as possible.

COASTAL CLEANUP DAY PROCLAMATION

Getting your Mayor, City Council, or other local official to proclaim California Coastal Cleanup Day will add prestige and visibility to your event. Describe the event, draft a proclamation or your desire for one (please see the Coordinator's Guide for a sample proclamation), and then mail with a cover letter to the official's office. You may want to check with the official's staff - specifically his or her scheduler - to see whether you need to follow any special procedures.

Once your official has agreed to issue a proclamation, you can take advantage of a potential media opportunity by organizing an event where he/she can read the official proclamation. You may be invited to the official signing of the proclamation - this is an ideal photo opportunity. You may be able to generate media interest in the proclamation as well as the actual cleanup. If a signing event is not feasible, you can always ask him/her to attend one of your CCD sites to read the official proclamation. Having an official declaration reinforces the feeling that your volunteers are participating in something important and increases the excitement for the event. You should issue a news release and/or media advisory on the proclamation to emphasize the importance of the cleanup and follow up with a few well-placed phone calls to your media contacts.

WEBSITES AND EMAIL

The Internet provides another important medium to increase public awareness of your issue.

If you have a website, include your organization's web address on all your communication materials. This is a place to give more information about your Cleanup, photos of locations to be cleaned up and for frequently asked questions. Be sure to keep your website up-to-date by adding current information and materials regularly. *(See box on pg. 9 of the coordinator guide for information on how to sign up volunteers online.)* E-mail can be a very cost-effective means to contact media. Email addresses should be researched and included on your media list, but don't send out mass e-mails to the media - they won't open them. Always send personal e-mails even though it takes more time.

SOCIAL MEDIA SITES

There's a huge potential for you to use social media sites like Facebook to get the word out about your Cleanup. You can set up a Facebook Fans Page and post the event for your Cleanup. However, there's also huge potential for Facebook Pages to become irrelevant, inescapable, and annoying. Social media isn't meant for marketing. People don't want marketing messages in their Facebook news feed, but that doesn't necessarily mean they don't want any messages from organizations at all — it just means that you, as the Cleanup, need to make sure you're getting the message right. Focus on the "social" aspect of social media and engage your volunteers in a conversation. Twitter is another opportunity to gain support for the event. You can also link your Twitter posts with your Facebook Fans Page. If you only use your status to announce your Cleanup repeatedly, it'll get old really fast. People are used to their Facebook, Twitter or MySpace page telling them what their friends are doing and saying, not bombarding them with ads or announcements. The better you can blend in with other Facebook users, the better off you'll be, so don't think like an advertiser when you're updating your page's status!

Take advantage of the "social" part of the social network: start a conversation about your site and your Cleanup and you'll be far more likely to generate interest. You could post a comment like "I was wondering whether anyone else has noticed the amount of trash along the shores at beach/park/etc. this year? Where do you think it's coming from?" This can lead to a further post about when your Cleanup is and how people can help out and start a meaningful conversation about how people can help solve the trash problem.

HANDLING CALLS FROM REPORTERS

When you get a call from a reporter working on your Cleanup, it can be tempting to answer his or her questions immediately. However, even seasoned media spokespeople can run into trouble when they try to do an interview “cold.” Instead, when a reporter calls, get as much information as possible about:

1. The news outlet (if you are not familiar with it)
2. The angle of the story he or she is working on
3. A list of questions the reporter would like answered
4. Who else has been interviewed
5. The reporter’s deadline

Tell the reporter that you need this background, so that you can be sure to give him or her the most appropriate information. In some cases, after listening to the reporter’s needs, you may determine that you are not the best spokesperson for the interview, or that another person like a teacher who will be bringing their class to the Cleanup will be a better interviewee. Make sure you (or the designated spokesperson) calls the reporter back well before the deadline with the information they requested. Before returning the call, take time to organize your key messages and practice saying them. Pull together pertinent facts and figures (for instance figures on how much trash you picked up last year), so that you have them in front of you when you do the interview. If the reporter has questions you cannot answer, or if you need more time to gather information, call the reporter back well before the deadline and tell them.

TIMELINE TO CLEANUP

Eight Weeks Before Your Cleanup

Research the Calendar listings you want to post your Cleanup information on. Contact the news source to find out their submission requirements and submit your calendar listing.

Six Weeks Before Your Cleanup

Designate which radio and TV stations you want to send your PSAs to. Contact them for submission requirements, then submit your PSAs to the network.

Two Weeks Before Your Cleanup

The two weeks leading up to your cleanup are critical for publicity. Call reporters from your top three to five news markets (television, radio, and print) to be sure they know about the event and to see if they need more information. Issuing a media advisory of the event can be helpful in alerting the media and the public. Invite them to come to your cleanup site as a participant or to cover the event for their news outlets. Remember that your promotions director’s job is to be a news “salesperson,” convincing reporters that this is an important community activity they should cover.

It is helpful to suggest possible story angles to reporters. Try to think of several different suggestions that could provide an interesting story. Often a reporter will write a story if you provide ideas and work with him/her on getting the necessary background information and interviews. For example, you might suggest:

- an article on the local debris problems and their impact on the community;
- an article on the types of debris found (e.g., unusual items);
- a “human interest” story on a participant or group of participants;
- costs to clean up litter during the year;
- how boaters discard trash at marinas; and
- recycling efforts in your community.

NEWS ANGLES TO USE WITH LOCAL MEDIA

- **Peculiar trash Items:** You can provide a list of the top 10 peculiar items by state or region. Based on those items, you could hypothesize on the point of origin and estimate how far the items had traveled.
- **Animal entanglements:** List the top 10 animal entanglements in a state or region. Based on the items, you could hypothesize about what caused the entanglements and what the public can do to help prevent them in the future.
- **Local “Top Ten” list:** Discuss how your state or regional list compares to the national or international list.
- **Local “People, Pounds, and Miles” lists:** You can compare your state or regional “People, Pounds, and Miles” totals to national or international data.
- **Most Interesting cleanup groups/individuals:** You can discuss your volunteers in terms of: oldest/youngest volunteers; most “spirited” group; largest family; most volunteers from a business, etc.
- **Journey of trash:** From sidewalk to sewer to sea, most of what individuals throw on the sidewalk ends up at the beach. “Follow” a piece of trash from sidewalk to sea.
- **Survey:** Interview “everyman/woman” - outside their place of business or the restaurant they just exited - about where they think most beach trash comes from (segue into where most beach trash really originates).
- **Looking back over the years:** You can discuss the trends of your local cleanup data over as many years as you have participated.
- **Youth Volunteers:** As a result of the youth recruiting you have done at the local schools, pitch reporters on the increasing (if this is the case) number of high school students devoting their community service hours to cleaning up the beach.
- **The Great Cleanup Challenge:** This is more of a marketing angle, but would get press simply because of local celebrity involvement. Two local DJs (morning v. evening) get teams and have a contest in which they involve their listeners and see who can pick up the most trash (prizes involved; good community awareness for radio station).

On the Day of Your Cleanup

On the day of your cleanup, you should be prepared to make it as easy as possible for the news media to cover your event. Don't forget to:

- assign your publicity coordinator or a reliable volunteer to greet the media, set up interviews, and answer reporters' questions;
- collect reporters' business cards so you can contact them next year;
- introduce the media to any dignitaries attending your cleanup;
- give reporters contact names and numbers for follow-up calls; and
- provide any background information. (It may be helpful to have some press packets that include printed background information and fact sheets at the ready.)

After the Cleanup is Over

As soon as possible after your cleanup, compile a brief written report on your publicity efforts.

Include in this report:

- the names of all newspapers, magazines, newsletters, and radio and television stations that covered your event. If possible, copy any clippings you might have and send them along to the Coastal Commission;
- the names of specific reporters who were especially helpful in publicizing your event and their contact information (any business cards you collect will come in handy here);
- the things that went well and those that could be improved in your next publicity campaign; and
- your recommendations for next year's publicity efforts.

Write a personal note of thanks to the reporters and public service directors who helped publicize the event. This will help pave the way for stronger, closer working relationships with reporters in future years.

California Coastal Commission Logo

Reminder! The Cleanup is an excellent example of the concept “think globally, act locally.” Therefore, it is helpful and important to identify your local cleanup as part of the larger California Coastal Cleanup Day event whenever possible. (Plus, we always appreciate the acknowledgement!) We would appreciate you crediting the **California Coastal Commission** (statewide leader), the **California Department of Boating and Waterways** (statewide co-leader in the boating facilities and boating community effort). Please contact us for agency logos. Additionally, don’t forget your County Coordinator (see page 24 for a list) and local sponsors, which include in-kind donations. We would appreciate if you included these partners on your media outreach materials.

APPENDIX J.1

LETTER TO THE CALENDAR EDITOR - TEMPLATE

DATE

Dear Calendar Editor,

(Your Organization) is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 27th Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than **X** local locations throughout **YOUR COUNTY** on Saturday, September 17th, from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 750 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by **YOUR ORGANIZATION** is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw record breaking participation of over 82,000 volunteers who picked up over 1.2 million pounds of debris.

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 45 states and more than 108 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

We are writing to request your assistance in increasing awareness and helping to bring home the message of personal responsibility for our coastal environment to all Californians. Please include this information in your calendar listings to help encourage volunteers to participate in cleanup activities at over 750 locations statewide on our beaches, in our neighborhoods and at inland waterways throughout California. We can provide actual beach cleanup photos electronically if you can use them; if you would like to use our 2011 poster art, please view it at www.coastal.ca.gov/publiced/media.html. You can download an electronic version from that site immediately.

What: The 27th Annual California Coastal Cleanup Day
When: Saturday, September 17th from 9am to Noon
Where: **At over X LOCAL SITES IN YOUR COUNTY**
Why: **To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship**
How: **ENTER YOUR CONTACT INFORMATION)**

82,504 volunteers cleaned up over 1.2 million pounds of trash and debris last year at Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS

Please email **YOUR NAME AT # AND EMAIL** if you would like a digital or print version of our poster art – in color or black and white. The artwork is beautiful!

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

YOUR NAME
YOUR POSITION

YOUR
ORGANIZATION

APPENDIX J.2

LETTER TO NEWS PAPER AND MAGAZINE PUBLIC AFFAIRS DIRECTOR - TEMPLATE

DATE

Dear Newspaper and Magazine Public Affairs Director,

(Your Organization) is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 26th Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than **X** local locations throughout **YOUR COUNTY** on Saturday, September 17th, from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 750 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by **YOUR ORGANIZATION** is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw record breaking participation of over 82,000 volunteers who picked up over 1.2 million pounds of debris.

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 45 states and more than 108 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

We are writing to request your assistance in increasing awareness and helping to bring home the message of personal responsibility for our coastal environment to all Californians. **We ask that you please run the enclosed PSA Ad in your newspaper to help encourage volunteer participation at over 750 cleanup sites in communities at beaches, in neighborhoods and along inland waterways throughout California.**

We can provide actual beach cleanup photos electronically if you can use them; if you would like to use our CCD 2011 poster art, please view it at www.coast4u.org. We can send you an electronic version immediately.

What: The 27th Annual California Coastal Cleanup Day
When: Saturday, September 17th from 9am to Noon
Where: **At over X LOCAL SITES IN YOUR COUNTY**
Why: **To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship**
How: **ENTER YOUR CONTACT INFORMATION)**

82,504 volunteers cleaned up over 1.2 million pounds of trash and debris last year at Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS

Please email **YOUR NAME AT # AND EMAIL** if you would like a digital or print version of our poster art – in color or black and white. The artwork is beautiful!

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

YOUR NAME
YOUR POSITION

YOUR
ORGANIZATION

APPENDIX J.3

LETTER TO RADIO PUBLIC AFFAIRS DIRECTOR - TEMPLATE

DATE

Dear Radio Public Affairs Director,

(Your Organization) is proud to announce that the state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 27th Anniversary. The event is sponsored by the California Coastal Commission, and will take place at more than X local locations throughout YOUR COUNTY on Saturday, September 17th, from 9 AM to Noon. These local efforts are part of a larger state-wide event, in which cleanups will be held at over 750 sites throughout California. The Cleanup, organized state-wide by the California Coastal Commission and locally by YOUR ORGANIZATION is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year. Last year the state-wide Cleanup saw record breaking participation of over 82,000 volunteers who picked up over 1.2 million pounds of debris.

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 45 states and more than 108 countries in late September. Through this vital statewide and local community event, we hope to encourage the enhancement of the California coast for current and future generations.

YOUR MEDIA CONTACT, MEDIA CONTACT POSITION, is available for interviews to discuss Coastal Cleanup Day and its long-term impact. If you would like to speak with the state-wide coordinator, please contact Eben Schwartz, Outreach Manager at the California Coastal Commission.

What: The 27th Annual California Coastal Cleanup Day
When: Saturday, September 17th from 9am to Noon
Where: At over X LOCAL SITES IN YOUR COUNTY
Why: To clean up our beaches and shorelines and raise awareness about the importance of coastal environmental stewardship
How: ENTER YOUR CONTACT INFORMATION)

82,504 volunteers cleaned up over 1.2 million pounds of trash and debris last year at Coastal Cleanup Day OR ENTER YOUR COUNTYWIDE STATS

Please don't hesitate to call with any questions. Thank you for your consideration and support. Sincerely,

YOUR NAME
YOUR POSITION
YOUR
ORGANIZATION

APPENDIX J.4

RADIO PSA: 15 AND 30 SECOND RADIO SPOTS

ENGLISH

:15

On Saturday September 17th, turn out for the 27th Anniversary of California Coastal Cleanup Day. We live on our beaches and shorelines. Let's spend a few hours helping to keep them clean. Saturday, September 17th from 9 am to noon.

For more information, call **LOCAL CONTACT INFO** or (800) COAST-4U. Or visit www.coastforyou.org.

:30

Last year, Coastal Cleanup Day volunteers removed more than 600 tons of trash from California's coast and inland waterways. This trash is not only harmful to people, it's also bad for the birds, mammals and fish that call those areas home.

So, after spending all year playing in their backyard. How about spending a few hours helping to keep it clean? The 27th Annual California Coastal Cleanup Day is Saturday, September 17th from 9 am to noon.

For more information about where to go in your area, call the **LOCAL CONTACT INFO** California Coastal Commission at (800) COAST-4U. Or visit the web site at www.coastforyou.org.

ESPAÑOL

:15

Las aves, los mamíferos y los peces necesitan de nuestra ayuda. Durante el año, disfrutamos de los lugares donde estos animales habitan. Dispongamos de algunas horas de nuestro tiempo para limpiar estos lugares

Se uno de los 82,000 voluntarios que participarán en el El día de la Limpieza de las Costas de California el Sábado 17 de Septiembre de 9 a 12 de la tarde.

Para obtener más información acerca de este evento en su área, llame a la **LOCAL CONTACT INFO** Comisión Costera de California al (800) COAST-4U o visita nuestra página de internet www.coastforyou.org

:30

El año pasado los voluntarios que participaron en el día de la Limpieza de las Costas de California recogieron más de 600 toneladas de basura en las costas y en los cuerpos de agua dulce. Esta basura no solo perjudica a los humanos sino también a las aves, mamíferos y peces que habitan en estos lugares. Dispongamos de algunas horas de nuestro tiempo para limpiar estos lugares

El día de la Limpieza de las Costas de California es el Sábado 17 de Septiembre de 9 a 12 de la tarde.

Para obtener más información acerca de este evento en su área, llame a la **LOCAL CONTACT INFO** Comisión Costera de California al (800) COAST-4U o visita nuestra página de internet www.coastforyou.org

APPENDIX J.5

2010 OP-ED ARTICLE

Four dirty diapers....one broken Styrofoam cooler....seven beer cans.... five soda bottles....33 cigarette butts....two banana peels and one apple core....and three bags of trash from a fast food restaurant. Last year on Memorial Day it took me about five minutes to find this amount of trash at one small beach on the South Yuba River. In fact, the Styrofoam cooler was breaking into tiny bits in the river as a small boy attempted to float on it. By the time I reached my truck about a half mile upstream, I was hauling out a huge bed sheet filled with another five pounds of trash.

I guess it's easy to just step over the garbage or look the other way. But how can I? It takes up to ten years for a cigarette to decompose, over 80 years for aluminum cans, 100 years for tin cans, one million years for a glass bottle, and as for plastics and Styrofoam, we'll pretty much see them forever. I can't look the other way on the road I live on, let alone the river.

Why do people litter? I would like to think that most people are brought up not to throw a bottle from a car window or toss a dirty diaper behind a river boulder. Maybe within their urban reality, they think others will pick up their trash (a.k.a., the mom syndrome). For some smokers, it has become an "accepted norm" to throw used cigarette butts on the ground. And maybe some people just don't care. It might work for their living room, but not ours....not the Yuba.

I don't need to tell you it's unsightly to see trash at the river. I don't need to tell you that birds, fish, and other Yuba wildlife die from ingesting Styrofoam and plastic pieces. I don't need to tell you not to go to the bathroom in the river. I don't need to tell you, because you already know all that.

Well, we are already at another Memorial Day Weekend, the kickoff of the summer season. Each year beginning at this time, we watch more and more people from outside Nevada County come to enjoy the magic of the Yuba....to swim in her green pools, to lie on her warm rocks. Unfortunately, as the amount of visitors increases, so does the amount of trash left behind. Whether it's you who is leaving behind the trash, your neighbors, or folks from a county over, it's time that we all take responsibility for the river that we love and share with all sorts of beings.

I know that people care. Last year, we at the South Yuba River Citizens League (SYRCL), saw over 325 volunteers come out for the annual Great Yuba Cleanup in September. That's an increase of over 400 percent since 1998's event. But each year the amount of trash pulled out of the canyon gets larger—over 10,000 pounds of litter was collected in 2001, with over 3,200 of those pounds recyclable.

This year SYRCL's cleanup takes place on Saturday, September 21. You can join us then to do your part, or start now. So, you ask, what can I do today to keep the Yuba clean?

- **Carry a litterbag every time you go to the river.** Pick up trash you see and carry it out with you, even if it is not yours....this includes all food waste, like apple cores (apples don't grow at the river).
- **Pack out what you pack in.** The number of trash cans are limited at the river. Take the litter you collect and dispose of it in your bins at home.
- **Recycle the items that you can.**
- **Ask for less packaging at take-out restaurants, and bring less of it to the river.**
- **Are you a smoker?** Call us here at SYRCL for a free disposable ashtray. It fits neatly in your pocket.
- **Use the bathroom facilities that are available at the river.** If you can't wait or there aren't any, dig a small hole at least 200 feet from the trail, river, or creek. Cover it back up. Pack out all used toilet paper.
- **Adopt your favorite beach** or area at the river and make sure it stays clean all summer long.
- **Be an example for others** ... most importantly for kids!

It only takes a small amount of effort to keep the Yuba clean and safe for all of us. Do your part plus a little more. The river will thank you for it.

Kathy Dotson
SYRCL RiverPeople Director

To join the Great Yuba Cleanup on September 19, you can contact Kathy Dotson at SYRCL 265-5961x202 or kathy@syrcl.org.

APPENDIX J.6
2010 PRESS RELEASE: BEGINNING OF SUMMER

Contacts: *Judi Shils, Media Director, (415) 378-0504 cell*
Eben Schwartz, Statewide Outreach Director, (415) 904-5210 office

**CALIFORNIA COASTAL CLEANUP DAY PREPARES
FOR 26th ANNUAL EVENT WITH A CALL TO REDUCE
WASTE.**

June 24, 2010 -- The California Coastal Commission is proud to announce the 26th annual California Coastal Cleanup Day, the state's largest volunteer event. The event will take place at more than 800 locations around the state on Saturday, September 25*, from 9 AM to Noon. The Cleanup is the State's largest single effort to remove the debris that has accumulated on our beaches and inland shorelines over the past year, bringing tens of thousands of volunteers out annually to protect the marine wildlife and habitat that can be badly damaged by marine debris.

** To avoid conflicting with Yom Kippur, the Cleanup has been moved back a week from its traditional 3rd Saturday in September.*

As Coastal Cleanup Day enters its second quarter century as California's most successful volunteer event, the Coastal Commission and its many partners around the state are seeking ways to improve upon the Cleanup by reducing the amount of debris created by the Cleanup itself. The first step in this effort is the launching of a BYO (Bring Your Own) campaign designed to encourage volunteers to help decrease the ecological footprint of the Cleanup. Volunteers are being encouraged to turn out to their favorite Cleanup location with their own bucket or reusable bag, gloves, and reusable water bottle, so that they won't have to use the disposable items that the Commission supplies. "Coastal Cleanup Day has been incredibly successful at removing trash from our beaches and waterways, but in order to achieve this success, the Coastal Commission has had to provide hundreds of thousands of single-use, disposable items for our volunteers to use," said Eben Schwartz, Statewide Director of Coastal Cleanup Day. "It's time for the Cleanup to make every effort to become a zero waste event."

The Commission's efforts to reduce the amount of trash created by the Cleanup become even more important in light of the incredible growth the Cleanup has enjoyed over the past 3 years. Over 80,000 volunteers participated in the 2009 Cleanup, an all-time record for participation and a 60 percent increase in volunteers since the 2007 event. Those volunteers removed more than 1.3 million pounds of debris from California's shorelines. Plastic debris makes up close to 80 percent, by item, of the debris removed, and single-use disposable plastic goods account for almost all of that 80 percent. 2010 promises to topple records once again, as the Commission has teamed with the Sierra Nevada Conservancy (SNC) to expand the Cleanup along rivers and throughout the watersheds of the Sierra Nevada region.

“In our inaugural event last year, the Great Sierra River Cleanup marshalled 3,500 volunteers to remove 130 tons of trash from Sierra rivers and streams, and we have expanded quite a bit this year” said SNC Executive Officer Jim Branham. “The Coastal Commission has done a great job of establishing the Cleanup in most areas of California; the Sierra Nevada Conservancy can bring a more regional focus and increased participation to the event in our area. By connecting the Cleanup from source to sea, we can help every Californian recognize that our state’s vital waterways link all of us together. Sixty-five percent of California’s water comes from the Sierra, so we are excited about the impact this event is having statewide.”

For those who don’t want to wait until September to start cleaning California’s beaches, the Coastal Commission also runs a year-round beach cleanup program called Adopt-A-Beach. When a group adopts a beach they commit to cleaning it three times per year (school groups are required to clean up only once per year). The program has been a success since its inception in 1984, but always needs helping hands. Schools, youth groups, community groups, churches, businesses and individuals contribute to this year-round effort.

For more information on last year’s Cleanup or any of the new initiatives planned for 2010, please visit www.coastforyou.org. For a PDF of this year’s artwork and ad campaign, please visit the “Media Center” section of www.coastforyou.org.

The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Waste Management and Nature’s Path. Other sponsors include Natracare, KPMG, and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.

Southern California media sponsors include KCAL-TV and KCBS-TV.

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually

APPENDIX J.7

2010 MEDIA ADVISORY – 1 MONTH BEFORE EVENT

Media Advisory
*- For Immediate
Release – August 31,
2010*

Contact: **Judi Shils, Media Director (415) 378-0504 cell**

Eben Schwartz, Coastal Cleanup Day Director (415) 904-5210 or (415) 816-2506 cell

**California Coastal Commission
Announces the 26th Annual California
Coastal Cleanup Day.**
Saturday, September 25th, 2010 from 9 AM to Noon
*New “BYO for CCD” Initiative developed to reduce
the environmental footprint of the state’s largest
volunteer event*

What: The 26th Annual California Coastal Cleanup Day. Tens of thousands of Californians will gather along the beaches, shorelines, and inland waterways of the state to clear away the debris that has been deposited over the past year. Coastal Cleanup Day is also the kick-off event for “[COASTWEEKS](#),” a 3-week celebration of our coasts and waterways. .

Last year, 80,622 Coastal Cleanup volunteers (a new record) collected almost 1.4 million pounds of trash and recyclables. Covering over 2,400 miles of coast and inland shoreline in 52 counties around the state, the 2009 cleanup also had the largest geographic reach ever achieved.

In 2010, the Coastal Commission is introducing a “BYO for CCD” Initiative, asking Cleanup volunteers to bring their own bucket or reusable bag and gloves from home, instead of using the single-use disposable supplies that are provided at every site. The Commission is attempting to reduce the waste created by the Cleanup to improve the environmental impact of the event. In 2009, Cleanup volunteers used more than 130,000 plastic bags and almost 150,000 plastic gloves, all of which became more trash. The Commission hopes to reduce these numbers significantly over the next two years.

When: Saturday, September 25th, 2010 from 9 AM to noon in most locations.

Where: Cleanups will take place at over 800 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Call the local coordinator for exact locations and other site-specific information. For further detail, visit our web site at www.coast4u.org.

Why: “Stewardship of our coast and oceans should not take place only once a year. The Coastal Commission is hoping that our new BYO campaign will help educate our volunteers about how easy it is to make simple behavioral changes that can have year-round impact,” said Eben Schwartz, Outreach Manager for the California Coastal Commission. “Through social networking, the Commission will foster an ongoing conversation about how we can all make simple changes that positively affect ocean health. These small changes have a huge impact on the health of our environment.”

How: Call 1 (800) COAST-4U or visit www.coast4u.org for more information.

Who: *The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Nature's Path and Waste Management. Other sponsors include Natracare, KPMG, and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.*

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.

APPENDIX J.8

2010 MEDIA ADVISORY – 1 WEEK BEFORE EVENT

Media Advisory
- For Immediate Release
– September 21, 2010

Contact: **Judi Shils, Media Director (415) 378-0504 cell**

Eben Schwartz, Coastal Cleanup Day Director (415) 904-5210 or (415) 816-2506 cell

**The 26th Annual California Coastal
Cleanup Day** Presented by the California Coastal
Commission Saturday, September 25th, 2010 from
9 am to Noon

What: The 26th Annual California Coastal Cleanup Day. Tens of thousands of Californians will gather along the beaches, shorelines, and inland waterways of the state to clear away the debris that has been deposited over the past year. Coastal Cleanup Day marks the beginning of COASTWEEKS, a three- week celebration of our coastal resources that takes place across the United States. The Coastal Commission maintains a calendar of COASTWEEKS events on its website.

Last year, 80,622 Coastal Cleanup volunteers (representing a 60 percent jump in participation over the past three years) collected over 1.4 million pounds of trash and recyclables. Covering over 2,400 miles of coast and inland shoreline in 52 counties around the state, the 2009 cleanup also had the largest geographic reach ever achieved.

When: Saturday, September 25th, from 9 am to Noon in most locations.

Where: Cleanups will take place at over 800 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Call the local coordinator for exact locations and other site-specific information. For further detail, visit our web site at www.coastforyou.org.

Why: “Coastal Cleanup Day has long been California’s biggest volunteer event, thanks to the passion and commitment of thousands of dedicated volunteers around the state,” said Eben Schwartz, Outreach Manager for the California Coastal Commission. “This year, the Coastal Commission is asking volunteers to help us reduce the environmental footprint of the Cleanup by bringing their own reusable bag or bucket and reusable gloves to the event, rather than using the single-use disposable items that will be available at every site. Together, we can learn to reduce waste and clean our shorelines at the same time.”

How: Call 1 (800) COAST-4U or visit www.coastforyou.org for more information.

Who: *The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Nature’s Path and Waste Management. Other sponsors include Natracare, KPMG,*

Earth Friendly Products, See's Candies and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.

APPENDIX J.9

PRESS RELEASE – PRELIMINARY RESULTS

Saturday, September 25, 2010

FOR IMMEDIATE RELEASE

For More Information
contact:

Judi Shils, Coastal Cleanup Day Media, (415) 378-0504 cell

Eben Schwartz, Outreach Manager, California Coastal Commission, (415) 904-5210 or (415) 816-2506

California Coastal Cleanup Day Tops 1-millionth Participant

Mark California Coastal Cleanup Day
Presented by the California Coastal Commission

Results with 95% of cleanup sites reporting

(San Francisco) California's beaches and inner waterways may be collecting spots for marine debris, but Californians have demonstrated their support for clean beaches by turning out by the tens of thousands at the 26th Annual California Coastal Cleanup Day. They scoured beaches, shorelines, and inland locations, picking up trash and debris this morning, covering over 800 sites and gathering hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 26TH Annual California Coastal Cleanup Day, part of the International Coastal Cleanup organized by Ocean Conservancy. Beach, inland waterway, and community cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe and the Salton Sea.

With 95% of the cleanup sites reporting,

the statewide count stands at 80,312 volunteers.

**Those volunteers picked up 953,476 pounds of
trash and an additional 146,646 pounds of recyclable
materials,
for a total of 1,100,122 pounds.**

**The Coastal Commission expects to exceed 2009 record for
volunteer participation (80,622) when the final numbers are
tallied.**

**Among all those people was the Coastal Cleanup Day program's 1 millionth volunteer!
Since the program started in 1985, over 1 million people have participated in
California's premiere volunteer event.**

When asked "if you were the 1 millionth volunteer, what would you want people to know about why you came to the Cleanup today," Jessica Taff, Ellen Hyerim Hwang, and Mai Katayama, members of

International Business Society and volunteers at Yosemite Slough in San Francisco responded: “It’s important to be involved, to be responsible, and to make a connection to your community. We live around here. You can’t walk down a beach, see it’s dirty, and not do anything. Each of us has to be responsible. If we each do something small and make an effort, it won’t become an overwhelming project.”

Past Coastal Cleanup Day data tell us that most (between 60-80 percent) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains or creeks out to the beaches and ocean. Rain or even something as simple as hosing down a sidewalk can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs - securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

A new effort undertaken by the Coastal Commission and its Coastal Cleanup volunteers this year was a “BYO” initiative. The Coastal Commission asked volunteers to bring their own reusable bag or bucket and reusable gloves to the event, rather than using the single-use disposable items that are available at every site. The effort was embraced by local coordinators of the Cleanup, and early reports from around the state show the Cleanup effort significantly reducing the number of bags and gloves used this year. (In 2009, Coastal Cleanup Day volunteers used 130,000 plastic bags and 150,000 plastic gloves during the event.)

As occurs every year, some unusual items were found throughout California. The Winner of the **2010 Most Unusual Item contest** is a dead cow in a bag, found by a volunteer in Yolo County.

The Coastal Commission will award \$50 gift certificates to the volunteer who found the unusual item.

For the past five years, California Coastal Cleanup Day has shown steady growth in both volunteer and debris totals, and the initial results from 2010 look to continue this trend. “The success of Coastal Cleanup Day has always been a tribute to the many partnerships the Commission forms around the state to help run the event. 2010 is the finest example of this to date,” said Eben Schwartz, Coastal Cleanup Day Director for the California Coastal Commission. “From our new partnership with the Sierra Nevada Conservancy, designed to help spread the Cleanup along rivers and watersheds throughout the Sierra Nevada region, to the hundreds of non-profit groups and local government agencies that captain local and regional efforts, the Coastal Cleanup Day family continues to grow, binding the people of California to our coast no matter where they may live.”

Results from last year: In 2009, 80,622 volunteers picked up over 1.4 million pounds of trash and recyclables statewide on Coastal Cleanup Day, the largest cleanup in the event’s history and marking a 60 percent increase in participation over the past three years. 40 percent of all debris items picked up were cigarette butts – volunteers picked up over 394,000 of them in only three hours last year. This was the 25th straight year in which cigarette butts were the most numerous debris item picked up.

Those who were unable to make it to the beach for Coastal Cleanup Day can still participate in COASTWEEKS, a three-week celebration of our coastal resources that takes place across the

United States. The Coastal Commission has a calendar of COASTWEEKS events on its website. Volunteers are encouraged to contact the California Coastal Commission for more information about COASTWEEKS. To get involved with COASTWEEKS, or to find out how you can become a Coastal Steward throughout the year, please contact the Commission at (800) COAST-4U or visit our Web site at www.coast4u.org.

The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Nature's Path and Waste Management. Other sponsors include Natracare, KPMG, Earth Friendly Products, See's Candies and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.

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